

Message Text

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USDOC FOR BIC/OIM/SONNE/THOMAS
SINGAPORE FOR LEONARD/USRTC

E.O. 11652: N/A

TAGS: BEXP

SUBJ: END-OF-SHOW CABLE REPORT/PROCESS CONTROLS USA

1. NAME OF EXHIBITION:

PROCESS CONTROLS USA

2. PLACE AND DATES OF EXHIBITION:

MANILA, PHILIPPINES, APRIL 22-26, 1975

3. NUMBER OF EXHIBITORS: 17

(A) NTM: 5

(B) OTM: 12

4. SALES DURING THE EXHIBITION: \$281,000

(A) NTM: \$35,000

(B) OTM: \$246,000

5. SALES PROJECTED FOR NEXT 12 MONTHS: \$5,445,000

(A) NTM: \$1,585,000

(B) OTM: \$3,860,000

6. NUMBER OF EXHIBITORS SEEKING EXREPS: FOUR

7. NUMBER OF EXREPS APPOINTED DURING EXHIBITION: FOUR

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8. NUMBER OF EXREP AGREEMENTS UNDER NEGOTIATION: THREE

9. NUMBER OF TRADE VISITORS:

(A) REGISTERED: 3,042

(B) HAND COUNT: 3,199

10. OUTSTANDING SUCCESS STORIES:

(A) ANIXTER INTERNATIONAL, SAN LEANDRO, CALIFORNIA, NTM, APPOINTED TWO SALES REPRESENTATIVES, OBTAINED \$35,000 IN SALES DURING THE EVENT, AND PROJECTED \$1,000,000 IN ADDITIONAL SALES FOR THE NEXT 12 MONTHS. MR. LESTER GOODY, DIRECTOR OF PACIFIC OPERATIONS, STATED, "BY FAR THIS WAS THE BEST SHOW, SO FAR AS MARKETING OUR PRODUCT IS CONCERNED, I'VE ATTENDED. THE TIMING WAS EXCELLENT. ALL IN ALL A MARVELOUS EXHIBITION." (CLEARED FOR PUBLICATION)

(B) I-T-E IMPERIAL CORPORATION, IMPERIAL EASTMAN DIVISION, CHICAGO, ILLINOIS, OTM, EXPECTS \$500,000 IN ADDITIONAL SALES DURING NEXT 12 MONTHS. MR. J.B. ALLEN, REGIONAL DIRECTOR, COMMENTED, "THE EXHIBITION INTRODUCED OUR PRODUCTS TO MANY CUSTOMERS NOT PREVIOUSLY EXPOSED TO OUR LINE". (CLEARED FOR PUBLICATION)

(C) ROCHESTER INSTRUMENT SYSTEMS, INC., ROCHESTER, NEW YORK, NTM, APPOINTED TWO EXREP AND PROJECTED \$500,000 IN ADDITIONAL

SALES FOR THE NEXT 12 MONTHS. MR DONALD WELT, CHAIRMAN AND CHIEF EXECUTIVE OFFICER, REMARKED, "INVALUABLE AID IN SELECTING AGENT AND THE OPPORTUNITY TO EXHIBIT RIS PRODUCTS TO 3,000 CUSTOMERS AFFORDED US CHANCE TO INTRODUCE PRODUCTS WHICH WOULD HAVE TAKEN 2-3 YEARS TO MAKE CUSTOMERS AWARE OF A TECHNOLOGY ORIGINATED IN U.S." (CLEARED FOR PUBLICATION)

(D) SNAP-ON TOOLS INTERNATIONAL, LTD., KENOSHA, WISCONSIN, OTM, REPORTED \$115,000 IN IMMEDIATE SALES AND EXPECTS \$300,000 IN ADDITIONAL SALES DURING THE NEXT YEAR. MR.J.J. SCHULTZ, TECHNICAL SALES REPRESENTATIVE, STATED "UNTIL THIS EXHIBITION WE HAD FELT 1975 SALES WOULD BE MAXIMUM \$150,000. DUE TO THE TREMENDOUS ENTHUSIASM SHOWN BY THE VISITORS WE ARE INCREASING

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OUR SALES FORECAST BY 200 PERCENT FOR THE PHILIPPINES". (CLEARED FOR PUBLICATION)

11. SPECIAL COMMENTS:

(A) ALL 17 EXHIBITORS REPORTED THEY FULLY ACHIEVED THEIR PARTICIPATION OBJECTIVES. THE NUMBER AND CALIBER OF VISITORS WERE ESPECIALLY PRAISED BY THE EXHIBITORS IN THEIR ORAL

AND WRITTEN COMMENTS.

(B) SURVEY QUESTIONNAIRES PERSONALLY COMPLETED AND SUBMITTED BY 1,537 VISITORS REVEALED FOLLOWING INFORMATION: 1,521 FOUND DISPLAYS OF INTEREST AND 1,521 FELT THEIR VISIT WAS WORTHWHILE. 1,147 STATED THE EXHIBITION WAS BROUGHT TO THEIR ATTENTION AS THE RESULT OF DIRECT MAILINGS AND 370 THROUGH PRESS COVERAGE.

(C) EXCELLENT MEDIA COVERAGE WAS OBTAINED. TODATE, 52 PRESS CLIPPINGS HAVE BEEN RECEIVED, ALONG WITH 11 T.V. PRESENTATIONS.

(D) THE EXHIBITORS AND VISITORS FELT THAT THE STAGING OF A U.S. TRADE EXHIBITION IN THE PHILIPPINES WAS LONG PAST DUE AND THAT THE SUCCESS OF THIS EVENT INDICATES THE NEED FOR HOLDING EVEN A LARGER SHOW IN THE NEAR FUTURE.

12. CONCLUSION:

PROCESS CONTROLS USA, BY EVERY CRITERION, WAS A RESOUNDING SUCCESS. THE OFFICIAL OPENING, HALF HOUR BEFORE SCHEDULED HOURS OF EXHIBITION, WAS ATTENDED BY 236 SPECIALLY INVITED PERSONS, INCLUDING LEADING GOVERNMENT AND BUSINESS LEADERS. THEREAFTER, THE SHOW ATTRACTED A HIGHER CALIBER OF BUSINESSMEN THAN IS USUAL. FROM DISCUSSIONS WITH EXHIBITORS AND ATTENDEES, IT WAS CLEAR THAT THE MARKET PROMOTION WAS WELL CONDUCTED, THE EMBASSY SITE WAS NOT ONLY ATTRACTIVE BUT WELL RECEIVED (OFTEN CITED AS PRINCIPAL REASON FOR ATTENDANCE), AND SELECTED NUMBER OF EXHIBITORS (17) AFFORDED ATTENDEES TO CONCENTRATE ON DISPLAYS AND TALK WITH SALES REPRESENTATIVES WITHOUT BEING DISTRACTED BY TOO MANY BOOTHS. LAST POINT WAS ESPECIALLY APPRECIATED BY EXHIBITORS WHO WERE ALSO GRATIFIED THAT MIX OF EXHIBITORS WAS MUTUALLY SUPPORTIVE AND NONE WAS COMPETITIVE EXCEPT FOR FOXBORO AND TAYLOR.

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